



U.S. Exhibitors at PRACTICAL WORLD 2004

The U.S. Commercial Service is the global business solutions unit of the Department of Commerce. We are a worldwide network of 1,800 employees in 105 Export Assistance centers throughout the U.S. and in 151 offices in 83 countries.

As the Commercial Specialist at the U.S. Consulate in Düsseldorf/Germany, I would like to invite you to visit the large USA Pavilion at **Practical World** - International Hardware Show/DIY' TEC, which takes place in Cologne/Germany, March 14-17, 2004. As a special guest of the U.S. Department of Commerce and the American Hardware Manufacturer Association (AHMA), you will enjoy special access to the over 80 U.S. exhibitors, tool and DIY executives at this world-class trade fair.

Meet the United States at Practical World 2004 and receive the following services free of charge:

- Assistance in establishing first contact with U.S. companies' executives of special interest to your company, prior to the show or at the show (please see fax return form).
- Introduction and Matchmaking with the U.S. firms in the USA pavilion in Hall 10.2., and elsewhere at the show. Upon request, a Commercial Service specialist will accompany you on these meetings.
- A welcome orientation in the U.S. Commercial Service booth in Hall 10.2. A 17 (across from the AHMA lounge), upon your arrival at Practical World, after which you will have an opportunity to meet with the American executives of special interest to your company.
- As a European partner delegate you are invited to be our guests at the U.S. Exhibitors Reception, which will be held on **Tuesday, March 16**, (6.00 – 8.00 p.m.) in the Crystal Ballroom (Kristallsaal). Just bring a copy of your registration form to the Commercial Service booth and we will arrange for your attendance at the reception.

The United States is renowned for innovative, state-of-the-art Tools and DIY products, offered at attractive prices. U.S. company executives at Practical World are seeking to form mutually beneficial business relations with tools and DIY distributors, agents and buyers in your market. As guests of the U.S. Department of Commerce and the American Hardware Manufacturer Association at Practical World, we will make sure you have quick access to those American companies of special interest to your firm.

A list and description of the U.S. exhibitors at Practical World is available at our office, or can be viewed at the following website: www.buyusa.gov/germany/en/page147.html. Please let me know if you are interested to in further information about U.S. exhibitors at Practical World 2004 by faxing the enclosed return form back to my attention. I will contact you immediately with more detailed information.

We would be delighted to welcome you at Practical World!

Sabine Winkels
Commercial Specialist
U.S. Commercial Service